

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 3, 2015/2016

### BET2014 – BUSINESS ETHICS

( All sections / Groups )

2 JUNE 2016

9.00 a.m – 11.00 a.m

(2 Hours)

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#### INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages with 5 Questions only.
2. Attempt any **FOUR (4)** questions. The distribution of the marks for each question is provided.
3. Please write all your answers in the Answer Booklet provided.

**QUESTION 1**

- a) Ethics can be defined as the values an individual uses to interpret whether any particular action or behaviour is considered acceptable or appropriate while ethical behaviour is primarily categorised based on an individual's viewpoint. Discuss the ethical theory based on the **THREE (3)** different viewpoints.

(15 marks)

- b) According to the history of business ethics, since 1990's there has been an increase in globalisation of business. However, at the same time the number of cases due to unethical behaviour has also increased among the MNCs. Explain the **THREE (3)** possible reasons for the unethical behaviour.

(10 marks)

[Total: 25 marks]

**QUESTION 2**

- a) Explain the stakeholder's theory and the **THREE (3)** conditions that have impact on the accountability towards a stakeholder.

(15 marks)

- b) Board of directors represent the interests of the shareholders and it is a corporate governance mechanism to help ensure that the managers do their job of maximizing profits in a company. The role of board of directors should be based on the belief that the actions of the board represent the objectives and needs of stakeholders. Discuss the **FIVE (5)** types of board of directors and the potential board involvement in the decision-making process within a company.

(10 marks)

[Total: 25 marks]

**QUESTION 3**

- a) Natural environment is a stakeholder without a voice. Discuss how this stakeholder can be protected in terms of environmental justice and environmental sustainability.

(15 marks)

Continued .....

- b) There are several ethical issues that surround doing business via the Internet. Information is collected, stored and transmitted via the Internet and therefore there are many chances for falsified activities. Discuss any **FIVE (5)** types of Internet fraud which affects individuals and companies.

(10 marks)

[Total: 25 marks]

#### **QUESTION 4**

- a) Top management in a company has the ability to use many mechanisms to communicate their ethical values to the employees. Most of the time, top management will implement both positive and negative reinforcement to clearly establish the acceptable and desirable behaviour in the company. Explain the three stage model to develop cognitive redefinition of employees within the company.

(10 marks)

- b) Proper financial management is essential to ensure the shareholders are protected. However, some organisations still practice unethical method in preparing financial management. Discuss any **FIVE (5)** Accounting Shenanigans or Tricks of the Trade.

(15 marks)

[Total: 25 marks]

#### **QUESTION 5**

- a) Having an effective business ethics programme should be a priority for companies. Discuss **FIVE (5)** supporting reasons for the need to put an importance towards having an effective business ethics programme.

(15 marks)

- b) Explain the concept of Total Responsibility Management and the inspiration process.

(10 marks)

[Total: 25 marks]

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